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DENTAL SALARY AND BENEFITS SURVEY

2025-2026

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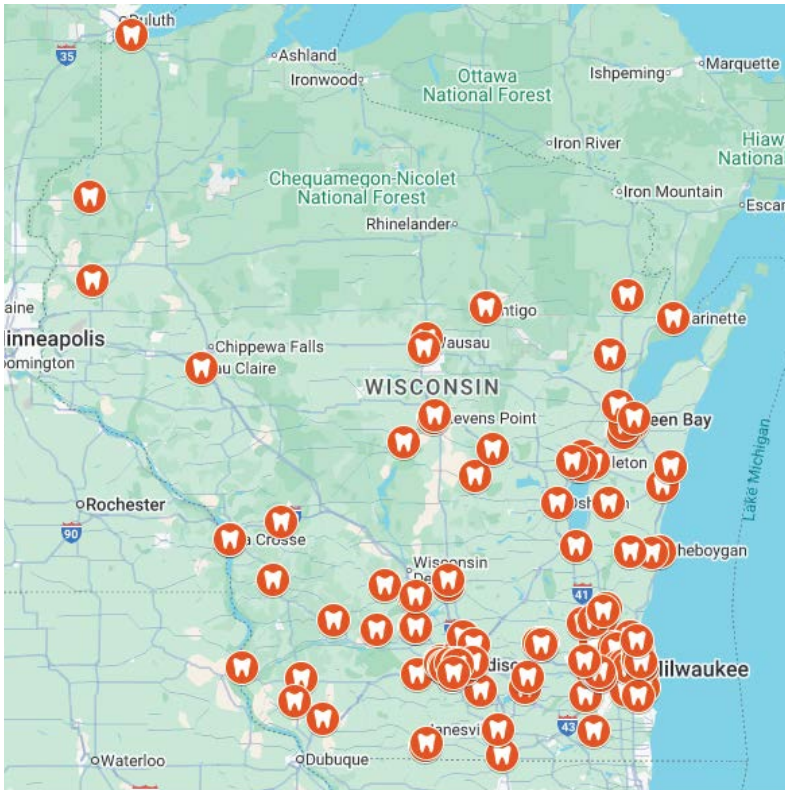
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THE SURVEY AT A GLANCE

This map is a geographical representation of the practices participating in the survey.

Wisconsin Practice Participation = 127 Practices



The 2025-2026 SVA Dental Salary and Benefits Survey

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EXECUTIVE SUMMARY

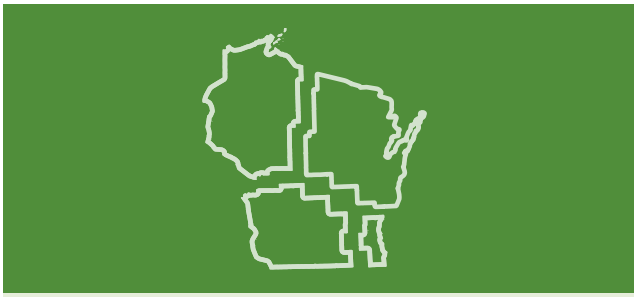
In 2025, dental practices continue to navigate a dynamic labor landscape marked by rising compensation expectations and evolving benefit priorities. The latest SVA Dental Salary and Benefits Survey reveals that while overall wage growth remains steady, practices are strategically increasing pay for experienced professionals to retain institutional knowledge and ensure continuity in patient care.

COMPENSATION TRENDS

Wage increases averaged 4.03%, with the most significant gains observed among employees with 10 or more years of experience. This marks a reversal from prior years, where less experienced staff received higher proportional raises. Practices appear to be focusing on rewarding tenure and expertise to mitigate turnover amid ongoing staffing challenges.



By role, notable increases were seen among Business/Office Managers (up 13% for those with 10+ years), Treatment Coordinators (up 12% for entry-level staff), and Dental Hygienists, whose average hourly rates now range between $44.82 and $46.56, depending on experience. Compensation for Associate Dentists remains highly variable, with average annual earnings between $188,000 and $226,000, indicating a broad spectrum of pay structures across the state.



Geographically, South Central Wisconsin continues to report the highest average wages across most positions, maintaining its historical lead. However, Southeastern and Northeastern Wisconsin saw the largest year-over-year percentage growth – 9.23% and 8.86% respectively – reflecting regional competition and increased demand for qualified dental staff.

BENEFITS AND INCENTIVES

The 2025 survey shows that many dental practices adjusted their benefits offerings in response to rising costs. Several widely offered benefits declined this year, including health insurance, now provided by 49.57% of practices (down from 55.65%), along with decreases in dental insurance, FSAs, HSAs, and uniform or shoe allowances. A few benefits saw modest increases, such as short-term disability coverage, EAP programs, and various supplemental "other" benefits.

Retirement benefits remain a consistent strength. 94.9% of practices offer a retirement plan, with most providing a 401(k) and many supplementing this with profit-sharing. Employer contributions continue to be competitive, averaging 3.35% for 401(k) matches and 3.2% for profit sharing.

Incentive programs shifted noticeably. Sign-on bonuses remain uncommon at 17.9%. For practices that do offer them, the average bonuses paid are $1,383 for assistants, $3,497 for hygienists, and $8,181 for dentists. Retention bonuses also dropped sharply to 12.8%, with eligibility declining across most staff roles.

OPERATIONAL ADJUSTMENTS AND FINANCIAL OUTLOOK

77% of practices raised patient fees in 2025, with increases averaging 4.02%. The most commonly cited financial concerns include insurance reimbursement pressures (36.8%) and rising overhead or inflation (26.5%), underscoring the ongoing strain on profitability and cash flow.

Looking forward, practice growth remains the top strategic goal for 68.4% of respondents, followed by operational efficiency and recruitment of new associates or team members. About one in five practices are considering ownership transitions or facility expansions within the next three years, indicating cautious optimism and continued investment in long-term stability.

CONCLUSION

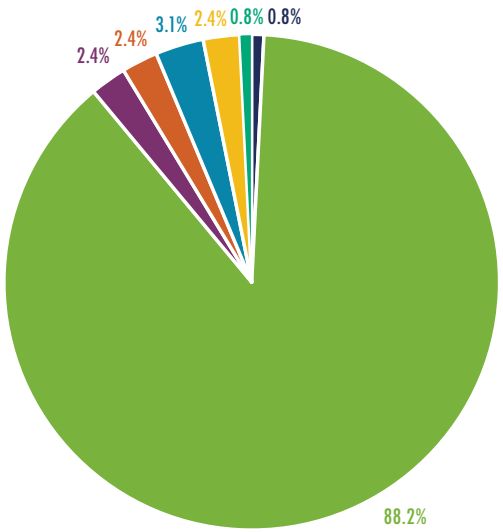
This year's findings illustrate a sector adapting to both economic pressures and workforce realities. Dental practices are prioritizing experienced staff, enhancing benefits selectively, and adjusting fee structures to sustain growth. As the competition for skilled professionals intensifies, data-driven compensation and benefits strategies will remain essential for attracting and retaining top talent.

SVA continues to support the dental community with expert advisory and financial services to help practices remain competitive, compliant, and positioned for sustainable success. Should you need assistance in reviewing your practice's financials or planning for future growth, we are here to help.

PRACTICE DATA

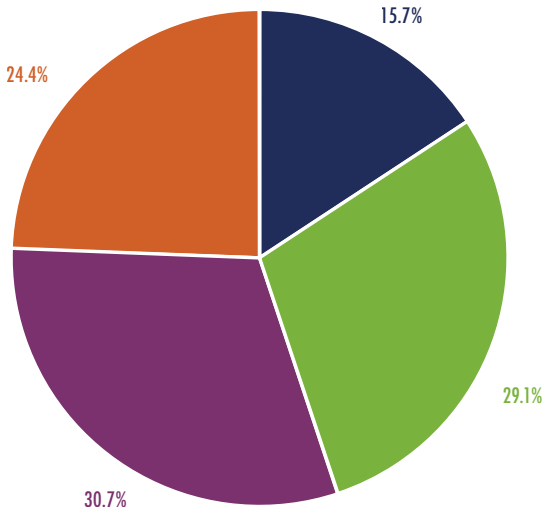
PERCENT OF PARTICIPANTS BY PRACTICE SPECIALTY

Type of Practice	% of Respondents
Endodontics	0.8%
General Dentistry	88.2%
Oral and Maxillofacial	2.4%
Orthodontics	2.4%
Other	3.1%
Pediatric Dentistry	2.4%
Periodontics	0.8%



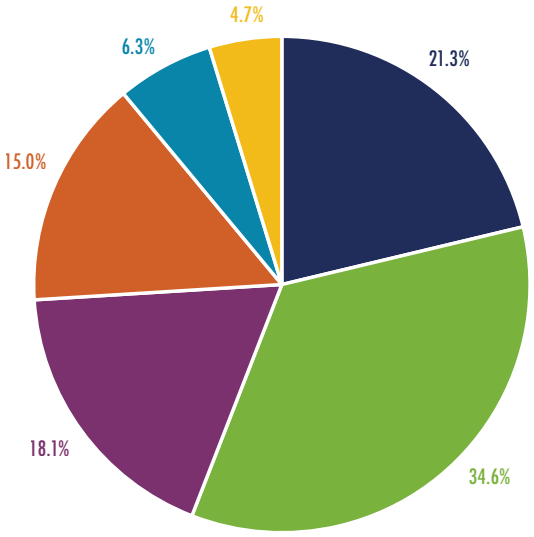
PERCENT OF PARTICIPANTS BY PRACTICE REGION

Practice Region	% of Respondents
Northeastern, WI	15.7%
South Central, WI	29.1%
Southeastern, WI	30.7%
Other, WI	24.4%



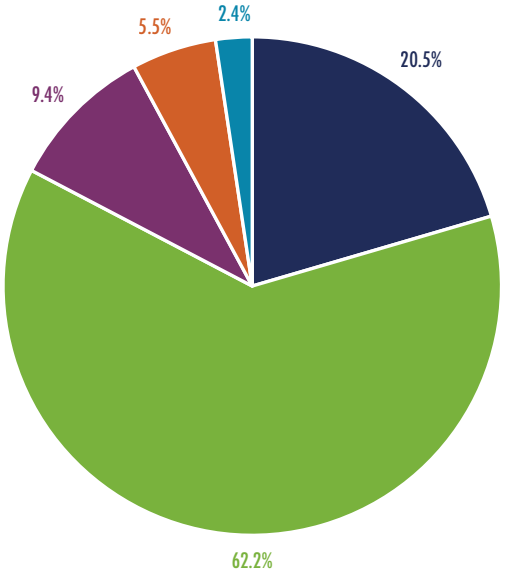
PERCENT OF PARTICIPANTS BY PRACTICE SIZE (NUMBER OF EMPLOYEES)

Practice Size (Number of Employees)	% of Respondents
5 or fewer	21.3%
5.1-10	34.6%
10.1-15	18.1%
15.1-25	15.0%
25.1-50	6.3%
More than 50	4.7%



PERCENT OF PARTICIPANTS BY PRACTICE SIZE (ANNUAL REVENUE)

Annual Revenue	% of Respondents
Less than $1 Million	20.5%
$1.1 Million - $3 Million	62.2%
$3.1 Million - $5 Million	9.4%
$5.1 Million - $10 Million	5.5%
More than $25 Million	2.4%



SALARY RANGES



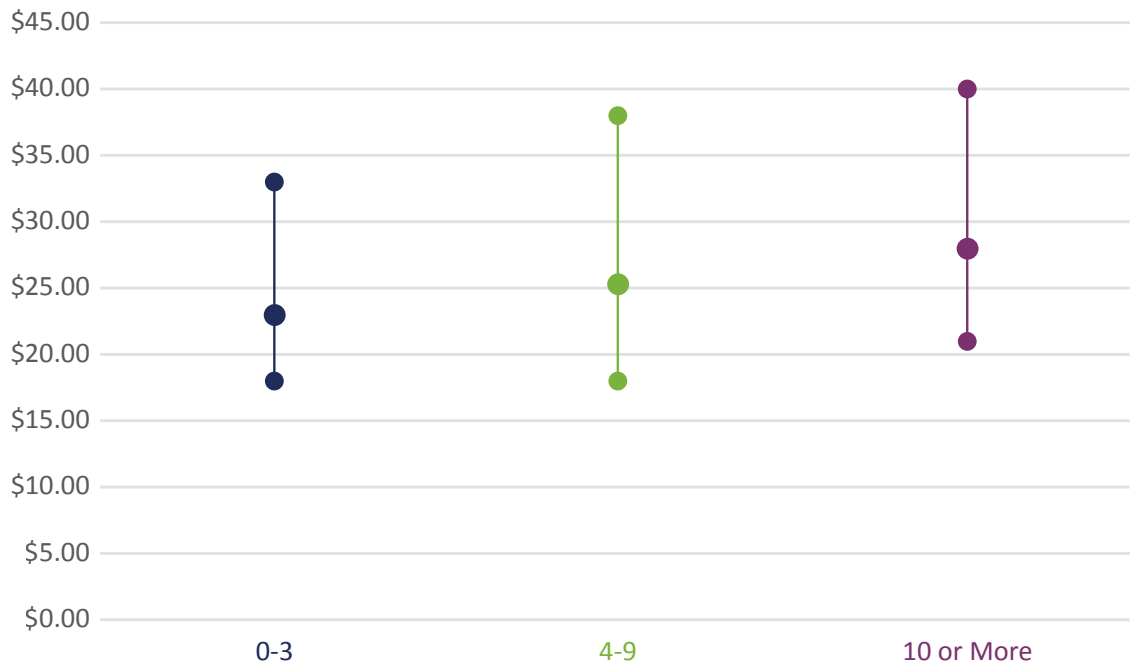
This section highlights key positions in the participating practices with hourly salary rates segregated by years of experience in the categories of 0-3 years, 4-9 years, and 10 or more years of experience. Each category shows the average hourly rate, the minimum hourly rate, and the maximum hourly rate by years of service.

Question format for this salary range section is:

How many FTEs in this position have 0-3 years of experience?	How many FTEs in this position have 4-9 years of experience?	How many FTEs in this position have 10+ years of experience?
What is the average hourly rate for the FTEs noted above?	What is the average hourly rate for the FTEs noted above?	What is the average hourly rate for the FTEs noted above?

FRONT DESK EMPLOYEES/RECEPTIONISTS

BY EXPERIENCE

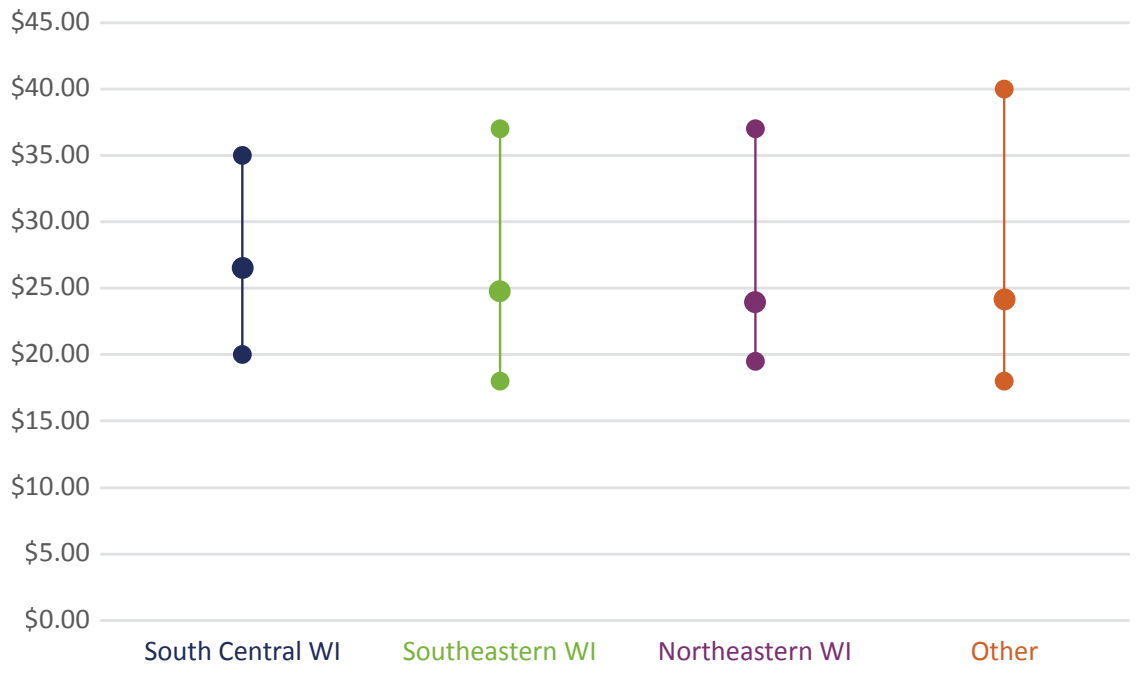


	0-3 Years	4-9 Years	10+ Years
Minimum	$18.00	$18.00	$21.00
Average	**$22.96**	**$25.31**	**$27.98**
Maximum	$33.00	$38.00	$40.00

Previous Years' Average and Percentage Change			
	0-3 Years	4-9 Years	10+ Years
2024 Avg	$22.15	$23.88	$28.08
% Change	**3.65%**	**5.98%**	**-0.38%**
2023 Avg	$21.55	$23.06	$25.35
% Change	**2.79%**	**3.56%**	**10.77%**

FRONT DESK EMPLOYEES/RECEPTIONISTS

BY REGION



	South Central WI	Southeastern WI	Northeastern WI	Other WI
Minimum	$20.00	$18.00	$19.50	$18.00
Average	**$26.51**	**$24.79**	**$23.95**	**$24.14**
Maximum	$35.00	$37.00	$37.00	$40.00

Previous Years' Average and Percentage Change				
	South Central WI	Southeastern WI	Northeastern WI	Other WI
2024 Avg	$24.96	$23.73	$24.02	$24.14
% Change	**6.20%**	**4.47%**	**-0.29%**	**0.02%**
2023 Avg	$24.58	$23.11	$21.88	$21.57
% Change	**1.58%**	**2.66%**	**9.79%**	**11.88%**

This Executive Summary gives a high-level overview of the participants and sample results of the survey. The full report, with detailed wage data by experience/region and additional information, is available complimentary to all practices who completed the survey.

For those practices who did not participate, the full survey results are available by contacting SVA's Sales Team at Info@sva.com or by contacting Jon Armstrong at (262) 923-5226.

What Additional Information Is Included In The Full Report?

1. Salary Data by Experience and Region for:
    a. Schedulers
    b. Treatment Coordinators
    c. Business/Office Managers
    d. Office Assistants, Filing Clerks and Billing Clerks
    e. Dental Hygienists
    f. Dental Assistants
    g. Employed and Associate Dentists
2. Benefit Package Information for:
    a. Bonus Plans for Dental Hygienists
    b. Hands-on Production Bonus for Associate/Employed Dentists
    c. Paid Vacation
    d. CME Allowance
    e. Full-Time Employee Benefit Offerings
    f. Retirement and Profit-Sharing Plans
3. Adult Hygiene Appointment Scheduling
4. Sign-On Bonuses
5. Wage Increases
6. Bonus Retention Programs
7. Fee Increases

HOW SVA CAN HELP



Fact-Based Decisions Maximize Practice Profitability

Our team members have in-depth knowledge of the dental industry that only comes with years of experience working with practices like yours. We can help with every life stage of your practice – from start-up, through the growth phase, and eventually when you transition out of the practice.

- Accounting Solutions
- Compensation Models
- Dental Membership Plans
- Practice Management
- Practice Valuations
- Starting or Acquiring a Practice
- Tax Consulting
- Transition and Exit Planning